



**JACOBS**  
INSURANCE SOLUTIONS

## Branding Identity

Version 1.0  
2021







Overview

Jacobs Insurance Solutions is an insurance agency based in Grapevine, TX.

Industry

Insurance

# Table of contents

Logo Design inspiration	01
Logo Evolution	02
Logo Composition	03
Combination Mark	04
Colors	05
Color Palette Application	06
Logo variants	07
Typography	08-10
Imagery	11
Applications	12-14



# 01

## Logo Design Inspiration

A lot of design inspiration can be taken from our day to day lives. With the **Jacobs Insurance Solutions Brand**, professional and a modern classic vibe are our top spot.

In this design process, we've taken inspirations from images for the brand - abstract, geometric, and a modern classic vibe.



Abstract



Modern Classic



Geometric



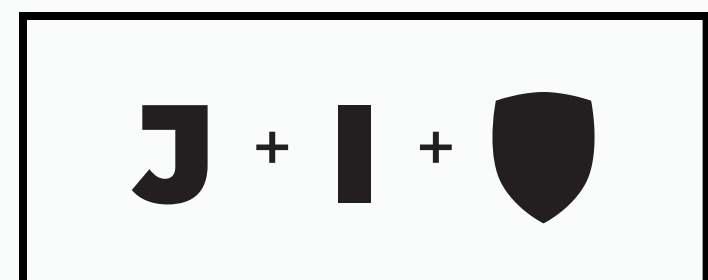
# 02

## Logo Evolution

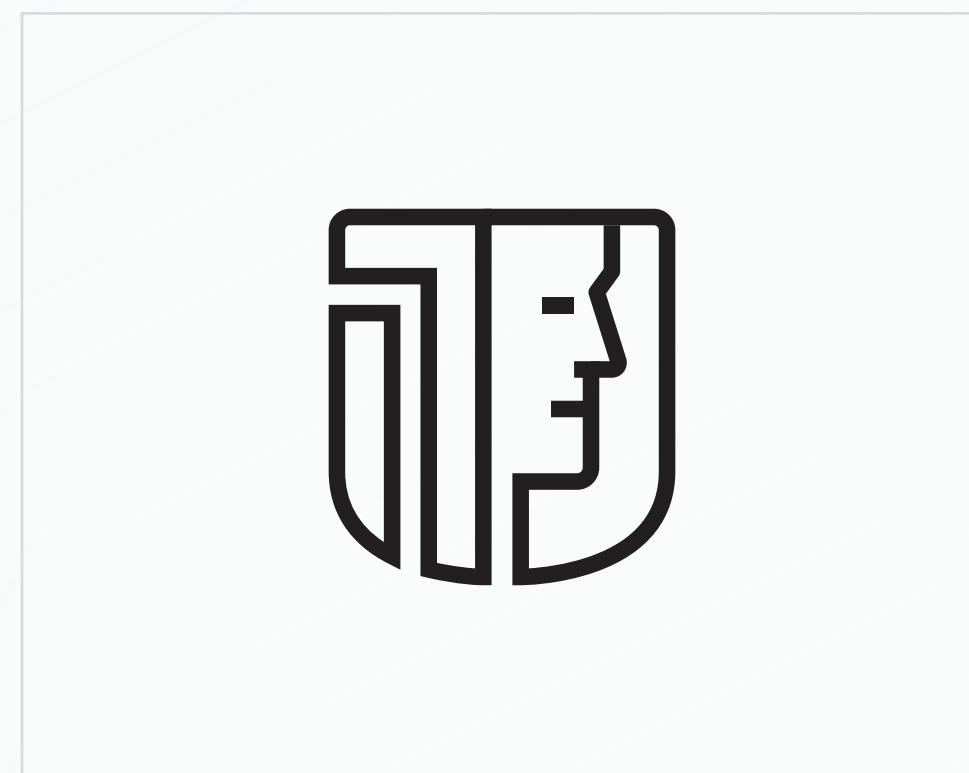
The goal is to create a new visual identity that reflects the name, vision, and values defined in your brand platform.

The logo concepts illustrated are part of the process by which how the logo has evolved and formulated to what will be the official brand mark.

## Key Inspiration



## Concept Logos





# 03

## Logo Composition & Definition

To understand what a logo is, we first must understand what the main purpose of logos is. This design process aims to make the logo immediately recognizable, inspiring trust, admiration, loyalty and an implied superiority.

Illustrated on the page are the definition and composition of the **Jacobs Insurance Solutions Brand**.



## Abstract

When you talk about abstract logos, they simply mean that the product or service is being represented through an abstract symbol or icon. Abstract logo designs are also famous among numerous organizations, as they offer a unique style to the business and catch the attention of the customers quite easily.



# 04

## Combination mark

The combination of the official logo and the logotype allows the **Jacobs Insurance Solutions Brand** for greater freedoms to creatively represent the brand, while ensuring the company name is associated with it. This combination mark offers the benefit of a strong brand identity.



## Type Specifications

Type Family

# Savoy

Savoy is a serif font family. This typeface has five styles and was published by FontSite Inc.

# JACOBS

Font size : 64pt

Tracking : 0



Distance of the logo from the type is approximately 1/3 of the same font-size as the letter 'A' of Jacobs.



# 05

## Primary Colors

The primary colors will become a recognizable identifier for the **Jacobs Insurance Solutions Brand**. The brand will have 3 official colors, namely, **Tory Blue, Black, and Marzipan**.

It's important to use these colors correctly for their specified purpose.

## Secondary Colors

The secondary colors are complementary to our official colors. These colors will be **Valhalla and Pizza**.

The secondary colors is a collection of bespoke, brand specific colors. Secondary colors are generally used for bespoke brand embellishment.

## Primary Colors



### Tory Blue

RGB 49/74/154  
CMYK 97/71/0/0  
HEX #2E469D



### Black

RGB 0/0/0  
CMYK 0/0/0/100  
HEX #000000



### Marzipan

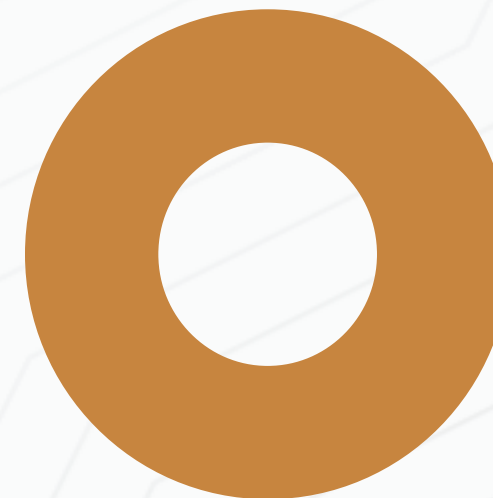
RGB 237/208/137  
CMYK 6/20/52/1  
HEX #EDD089

## Secondary Colors



### Valhalla

RGB 35/36/70  
CMYK 90/76/26/50  
HEX #232446



### Pizza

RGB 196/40/56  
CMYK 17/49/85/7  
HEX #C48C38



# 06

## Color palette applications

The following configurations display the versatility of the **Jacobs Insurance Solutions Logo** on our official color palette.

Upon using the **Jacobs Insurance Solutions Logo**, one must adhere to the official brand colors to maximize brand recognition.





# 07

## Logo Variants

Illustrated on the page are the different configurations of the official **Jacobs Insurance Solutions Logo**.

The logos should not be changed or altered in any way.

The logos must be positioned on most colored backgrounds or images.

Use the primary logo version whenever you can to achieve maximum stand-out.



Primary Blue



Primary Black



Blue Standalone



Black Standalone



Horizontal Blue



Horizontal Black



# 08

Typography - Primary

## Savoy

Savoy is a serif font family. This typeface has five styles and was published by FontSite Inc.

Font weights

## Savoy Bold

**Savoy Bold** is mainly used for the logotype but should not be limited to title headers, product title, and promo titles.

Note: The Savoy Typeface in the logo lockup is customized to fit into the brand.

ABC

123

**Bold**  
*Italic*  
**Regular**





# 08.1

## Typography - Secondary

### Raleway

**Raleway** is an elegant sans-serif typeface family. Initially designed by Matt McInerney as a single thin weight, it was expanded into a 9 weight family by Pablo Impallari and Rodrigo Fuenzalida in 2012 and iKerned by Igino Marini. A thorough review and italic was added in 2016.

#### Font weights

##### Bold

**Raleway Bold** should be used the primary font for paragraphs, descriptions and vital information.

##### Regular

**Raleway Regular** should be used as the secondary typeface for paragraphs, descriptions, and legals.

##### *Italic*

**Raleway Italic** can also be used as a supplementing typeface class to put emphasis on some texts and sentences.

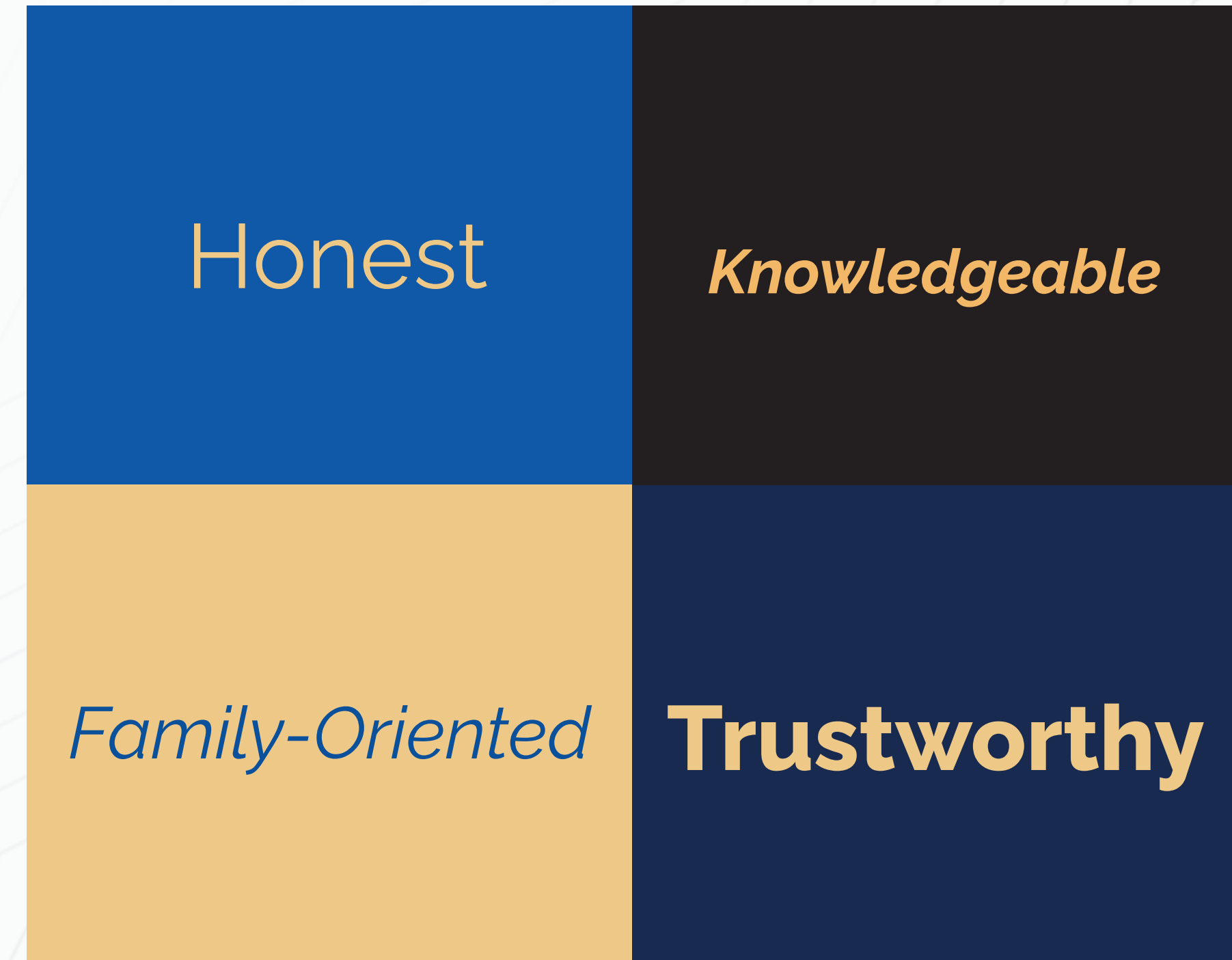
Aa

Bb

Cc

## Insurance Bonds

If you need an insurance bond to bid on or get hired for a new job, call us. We're insurance bond experts and we'll get it taken care of you... Fast!





# 09

## Imagery

These words sum up the look.

**Honest. Knowledgeable.  
Family-Oriented.  
Trustworthy.**

## Key Principles

Across all photography, we should aim for high quality, professionally shot images.

Images should always be sharp and high resolution, and should steer clear of a 'grainy' style.

Images should be well-composed, and show interesting perspectives (where appropriate).

Images should be beautiful, striking scenes and modern in feel.





# 10

## Visual Identity

### Key Principles

The **Jacobs Insurance Solutions Brand** visual identity includes several design features which can be incorporated into all of our graphics.

These features are incorporated on this page and include:



**Bold Elements**



**Clean Lines**



**Confidence**



# 11

Applications









We are  
here to get  
you **prepared.**



[www.jacobsinsurancesolutions.com](http://www.jacobsinsurancesolutions.com)

We've got  
you **covered.**



[www.jacobsinsurancesolutions.com](http://www.jacobsinsurancesolutions.com)



Here **every** step  
of the way



[www.jacobsinsurancesolutions.com](http://www.jacobsinsurancesolutions.com)



Security  
**wherever**  
you are.



[www.jacobsinsurancesolutions.com](http://www.jacobsinsurancesolutions.com)









Thank you.